

[illegible]



- [1] Roughly what proportion of your time do you spend doing independent work, and what proportion of your time do you spend managing others, e.g. communicating with them directly or preparing resources for them.
- [2] For example, for another nonprofit? How many years' worth of fundraising experience would you say that you had before entering your first EAA fundraising role?
- [3] Whether involving fundraising responsibilities or not, roughly how many years worth of experience in full-time paid work did you have outside of the EAA context before you started working in EAA roles?
- [4] Imagine that you are leaving your current role and your organisation needs to find a replacement. Imagine that one candidate for the position has excellent experience and understanding of the animal advocacy / animal-free food community, but lacks fundraising experience. Another candidate has excellent experience with fundraising but lacks direct experience in animal advocacy / animal-free food. Which candidate do you think would be better at performing your role? (Assume that all other variables are equal, including their level of commitment to the cause.)
- [5] Do you have any personal favourites?
- [6] My impression is that fundraising roles can look quite different to each other, day-to-day. For example, someone who focuses on writing grant applications to foundations might have quite a different experience of work to someone who works to optimise donations via social media, newsletters, and the organisation's website. These roles would look quite different to someone who focuses on maintaining good relations with major donors. To what extent do you believe that there are substantial differences between these different types of fundraising role at nonprofits?
- [7] We currently think that fundraising expertise is one of the top 5 talent bottlenecks in the movement. In other words, it's one of the most urgent problems to address in terms of either upskilling current employees or bringing in new people to the movement with that sort of expertise. Do you find this surprising, or do you share our current view?